

Stupendous Stock Reducing Sale!

Stock Reducing

Is the slogan of this mighty sale of Ladies' Ready-to-Wear Garments, Millinery and Furnishings, crowded with money-saving opportunities, bigger and more important than any merchandising event held for many a moon in this or any other portion of the State of Oregon. A sale for particular-buyers; a sale for money-savers; a sale for bargain hunters; a sale for the people, and the sale of the season. We always do exactly as we advertise. No baits or hooks to catch you.

SALE BEGINS SATURDAY, MAY 15th

and continues until stock is sufficiently reduced

HERE IS JUST A PARTIAL LIST OF PRICES THAT SHOULD PROVE AN IRRESISTIBLE APPEAL TO THE KEENEST OF BUYERS

20 to 50% Reduction on Tailored Suits, Coats, Dresses, Skirts

You know the character of merchandise we carry in these lines, the best makes the market affords. "Style Craft" Coats and Suits.

\$35.00 NEWEST SPRING SUITS NOW \$22.95
\$40.00 and \$45.00 SPRING SUITS NOW \$29.50
\$18.00 and \$22.50 SPRING SUITS NOW \$15.00

Spring Coats all Reduced

STYLE CRAFT MODELS
\$25.00 NEW SPRING COATS NOW \$18.95
\$20.00 NEW SPRING COATS NOW \$15.95
\$15.00 and \$16.50 NEW SPRING COATS \$11.95
Others at \$8.50, \$9.50
One full rack of Spring Weight Coats, in serges and mixtures, good staple styles, all sizes, actual values in this rack up to \$25.00, now \$5.95



Millinery Specials

Millinery Department contributes most lavishly to this stock-reducing sale. More than 200 Trimmed Hats to choose from at reductions of

20 to 50 per cent Off

Panamas \$1.98

Your choice of many styles in Genuine Formosa Panamas, 6 of the season's best shapes to choose from, stock-reducing sale \$1.98
All our Untrimmed Shapes, in hemp, Milan hemp, barnyard straws, Leghorns, Milans and Javas are reduced at this stock-reducing sale 20 to 33 1/3%.
One table full of shapes, in hems, all colors, values to \$5.00, \$1.00
Children's Rah Rah Hats, special 29c and 49c



SILK DRESSES \$6.95

Wool Peter Thompson Dresses \$6.95
Wool Dress Skirts \$6.95
The Wool Peter Thompson Dresses usually sell at \$12.50, a staple garment \$6.95
Silk Dresses, about two dozen to choose from, in a good line of colors, in messalines and foulards, values to \$25.00, now \$6.95

DRESS SKIRTS \$2.98

One full rack of Dress Skirts in checks, serges, mohairs, voiles and Panamas, actual values on this rack up to \$10.00, now \$2.98
Others specially priced at \$3.95, \$4.95, \$5.95

NEW LINGERIE DRESSES SPECIALLY PRICED

Many of the new Lingerie Dresses just in have been specially priced for this sale, special values at \$2.98, \$3.45 and \$4.95. Others
\$ 7.50 LINGERIE DRESSES \$5.95
\$ 9.50 LINGERIE DRESSES \$7.45
\$13.50 LINGERIE DRESSES \$9.85

Silk and Wool Challie Dresses All Reduced 20 to 33 1/3%

Algerian Crepe and Chiffon Dresses.
\$20.00 to \$24.50 values now \$14.95
\$29.50 Dresses now \$16.95
\$37.50 Dresses now \$24.50

NECKWEAR

Values to \$1.50, 29c

One lot of Neckwear, including the newest spring novelties, actual values to \$1.50, sale 29c
Others at 39c and 69c

PARASOLS

One-Half Price

One lot of Parasols, drummers' samples, at actual one-half price.
Also see our beautiful line of new shapes in Palm, Vanity Fair, etc.

RIBBONS, 25c

50 bolts of Ribbons, in heavy taffeta, Dresden and Roman stripe effects, all colors, suitable for hair ribbons, values to 75c; sale price 25c

HOSIERY SPECIALS

Fibre Silk Hose, all the newest shades, special 45c
One lot of Ladies' Mercerized Lisle Hose, a deep ribbed top, in black, a regular 50c value, special, 3 pairs \$1.00

SILK HOSE 89c

One lot of Ladies' Silk Hose, in black and tan, a regular \$1.25 value, special 89c

GLOVE CLEANER 15c

The Wonder Glove Cleaner cleans all kid leathers, value 25c, special 15c

KID GLOVES SPECIAL

During this sale you may choose any of our fine French Kid Gloves, Washable Gloves, in sand and putty, such reliable makes as Centemera, Dents, etc., always retail at \$1.75, special \$1.50

LA GRECQUE CORSETS 98c

One lot of La Grecque Corsets in coutil, a good model, \$1.25 value, special 98c
Another La Grecque special is a \$2 value, special \$1.49

KABO CORSETS \$1.19

One model, in a fancy batiste, all sizes, a \$2.00 value, special at \$1.19

COVERALL APRONS 49c

10 dozen of Coverall Aprons in standard gingham and percales—very special 49c

NIAGARA MAID SILK GLOVES 98c

16-Button Niagara Maid Silk Gloves, in black, white and all colors, every size, usually retail at \$1.25, special 98c

WASH DRESSES 98c

About 15 dozen Wash Dresses in percales and gingham, at less than the bare material, values to \$2.45, sale 98c

WASH DRESSES \$1.98

One lot of Wash Dresses, many of these are for the junior girls 13-15-17 years, actual values to \$4.95, special \$1.98

The Daylight Store



All Shirtwaists Reduced